

## **METHOD AND APPARATUS FOR IDENTIFYING PRIVACY LEVELS**

### **ABSTRACT OF THE DISCLOSURE**

Embodiments of the present invention provide a system, method, apparatus,  
5 means, and computer program code for notifying a user of a privacy level associated with  
an interaction conducted by or otherwise involving the user either before, during or after  
the interaction. Once a determination is made regarding what level of privacy is being  
applied to an interaction, a notification may be sent to the user to inform the user of such  
privacy level. In some embodiments, the notification may include an icon or other image  
10 that is displayed on a user device (e.g., computer, cellular telephone) or with software  
that the user is using during the interaction. Different interactions between the user and  
the service provider may have different privacy levels associated with them.